



# Practical AI Financial Management

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# RAMONA CEDEÑO

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- **Fractional CFO, Accounting & Bookkeeping, Tax Advisor, Speaker**
- **20+ years in the industry helping entrepreneurs build profitable powerhouses**
- **Over 200+ businesses supported by FiBrick, guiding founders through funding rounds, exits, and mergers**
- **Author of ‘Simple Choices Big Rewards in Money’**



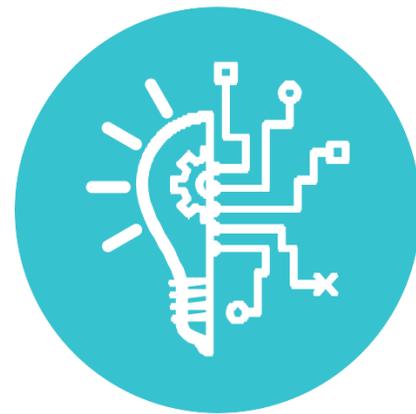
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# AI's Rise in Financial Management

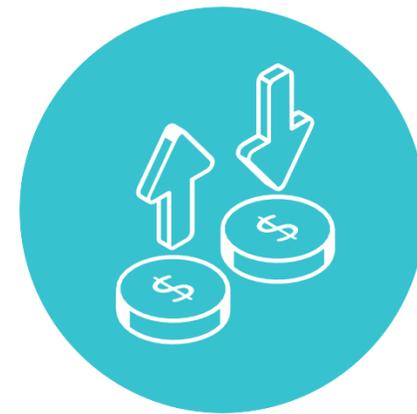
*Tackling Small Business Challenges*



**Time Consuming  
Manual Processes**



**Compliance Risks &  
Tax Complexity**



**Unpredictable  
Cash Flow**



**Need for Real-Time  
Financial Insights**

*AI is a tool, not a replacement for expert financial guidance*

# How AI Is Already in Your Pocket

AI IN EVERYDAY BANKING: TRANSFORMING YOUR FINANCIAL ROUTINE

## Mobile Check Deposits

AI scans checks, recognizing key information like account numbers and amounts for fast, accurate deposits.

## Fraud Detection:

AI monitors transactions in real-time, flagging suspicious activity for immediate action.

## Smart Banking Features:

AI-powered apps suggest budgeting tips, alert you to spending habits, and forecast future financial trends.

## Loan & Credit Approvals

AI reviews credit history and risk profiles to speed up lending decisions.

## Voice Banking

Use Alexa or Siri to check balances, pay bills, or transfer funds—all AI-powered.

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# How AI is Changing Financial Software

Evolution from manual to cloud to AI-enhanced tools

## AI enhances, but doesn't replace:

### Task Automation

AI reduces the need for manual entry and repetitive actions like categorizing expenses or generating invoices.

### Error Reduction

Intelligent systems help catch discrepancies and flag issues that would otherwise be missed.

### Predictive Analytics

AI can analyze past trends and project future outcomes, like forecasting cash flow or identifying slow-paying clients.

### Identifying Risks (*but needs human expertise to act*)

AI can highlight red flags (e.g., compliance issues or unusual spending), but professionals are needed to interpret the data and decide on next steps.



# Bookkeeping & Accounting

## QuickBooks, Xero

### Auto-Categorize

AI assigns categories based on past behavior and vendor data

### Anomaly Detection

Flags unusual spending or duplicate entries for review

### Cash Flow Prediction

Predicts future cash positions using historical income and expense trends



## How to use automatic matching in QuickBooks Online

- Automatically match bank transactions to

# Payroll & HR

## Gusto, ADP

### Automated Payroll Runs

AI calculates wages, tax withholdings, and schedules payments

### Compliance Monitoring

Tracks changing labor/tax laws and alerts you to potential risks

### Smart Recommendations

Suggests benefit changes or salary adjustments based on trends

**gusto** Search people Jessica Jackson Admin - Acme Company

Home People Company Payroll Run payroll Pay contractors Pay bills Expenses Payroll history Payroll settings Time tools Benefits Taxes & compliance Reports App directory Settings Refer & earn Upgrade Help

Run payroll / Regular

### Regular biweekly payroll for Jan 1-15, 2022

1. Hours, earnings, and time off 2. Review and submit

**Confirm \$180,098.43 withdrawal and submit payroll**  
We'll withdrawal funds after you submit payroll. To pay your team on the payday below, submit payroll by Mon Jan 12th at 7pm EST. [Download the full summary.](#)

#### Payroll summary

Total payroll	Withdrawal amount ⓘ	Bank account	Withdrawal date	Employee payday
\$199,098.87	\$180,098.43	Checking XXXX1234	Mon Jan 12, 2023	Wed Jan 14, 2023

▼ Tax breakdown

▼ Employee hours and earnings

Employees	Compensation type	Regular	Overtime	Double overtime	Paid time off	Total hours
Hannah, Abrendt	Salary/No overtime	\$0	\$206.80	\$93.85	\$93.85	\$2,715.68
Berlin, Isaiah	Paid by the hour	\$0	\$352.50	\$70.40	\$93.85	\$3,472.50
Churchland, Patricia	Salary/No overtime	\$0	\$352.50	\$120.00	\$93.85	\$3,472.50

Terms & Privacy Go back Submit payroll

# Expense Management

Expensify, Ramp, Divvy

## Smart Receipt Scanning

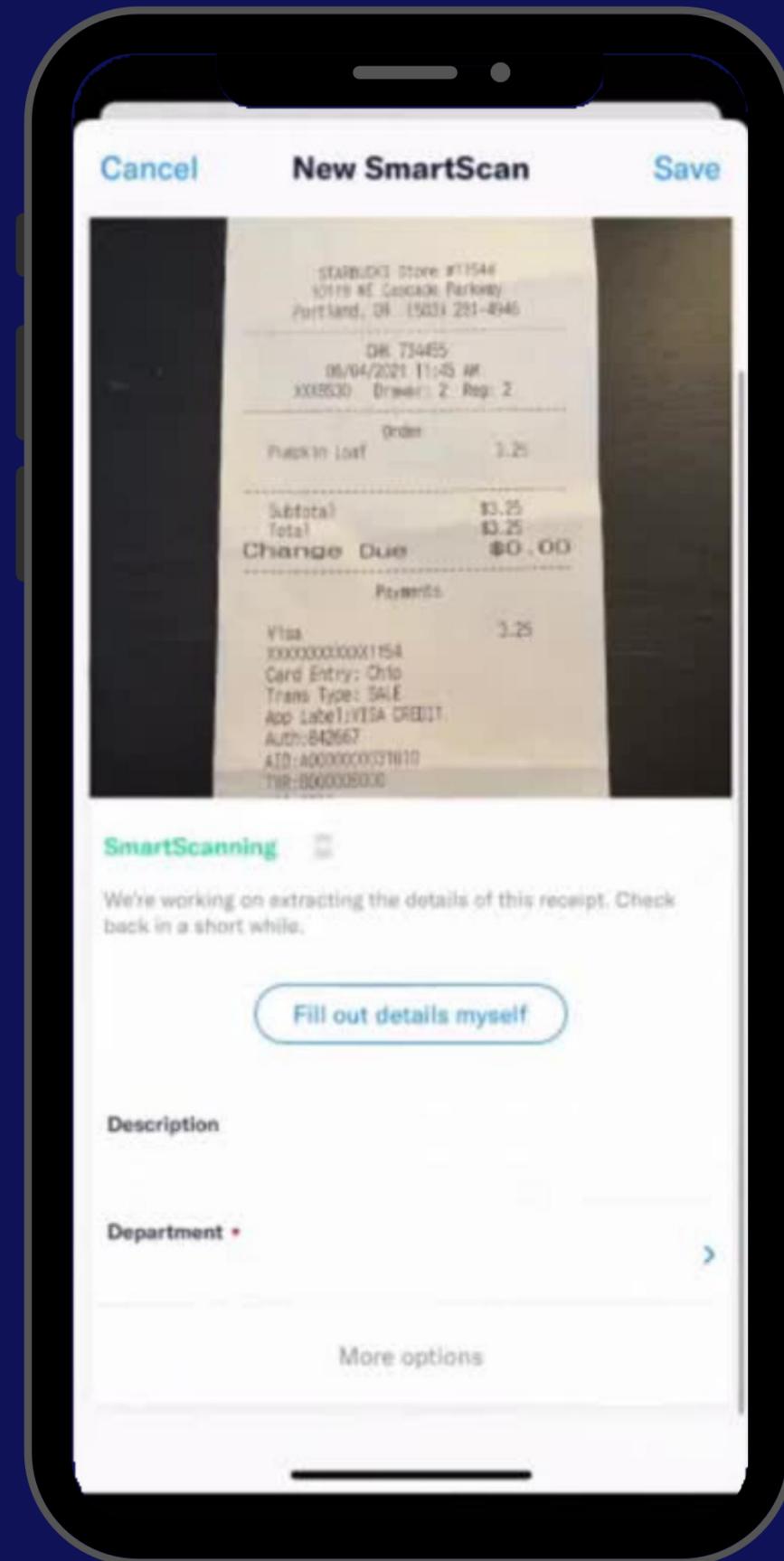
Snap a photo of your receipt, and Expensify's AI automatically pulls key details like merchant, amount, and date—no manual entry required.

## Auto-Categorization by Policy

Expenses are instantly categorized based on past behavior, company rules, and policy thresholds.

## Duplicate Detection & Fraud Alerts

AI identifies duplicate receipts or unusual activity before approval, helping prevent errors and fraud.



# Invoicing & Payments

Bill.com, Stripe

## Automated Invoice Generation

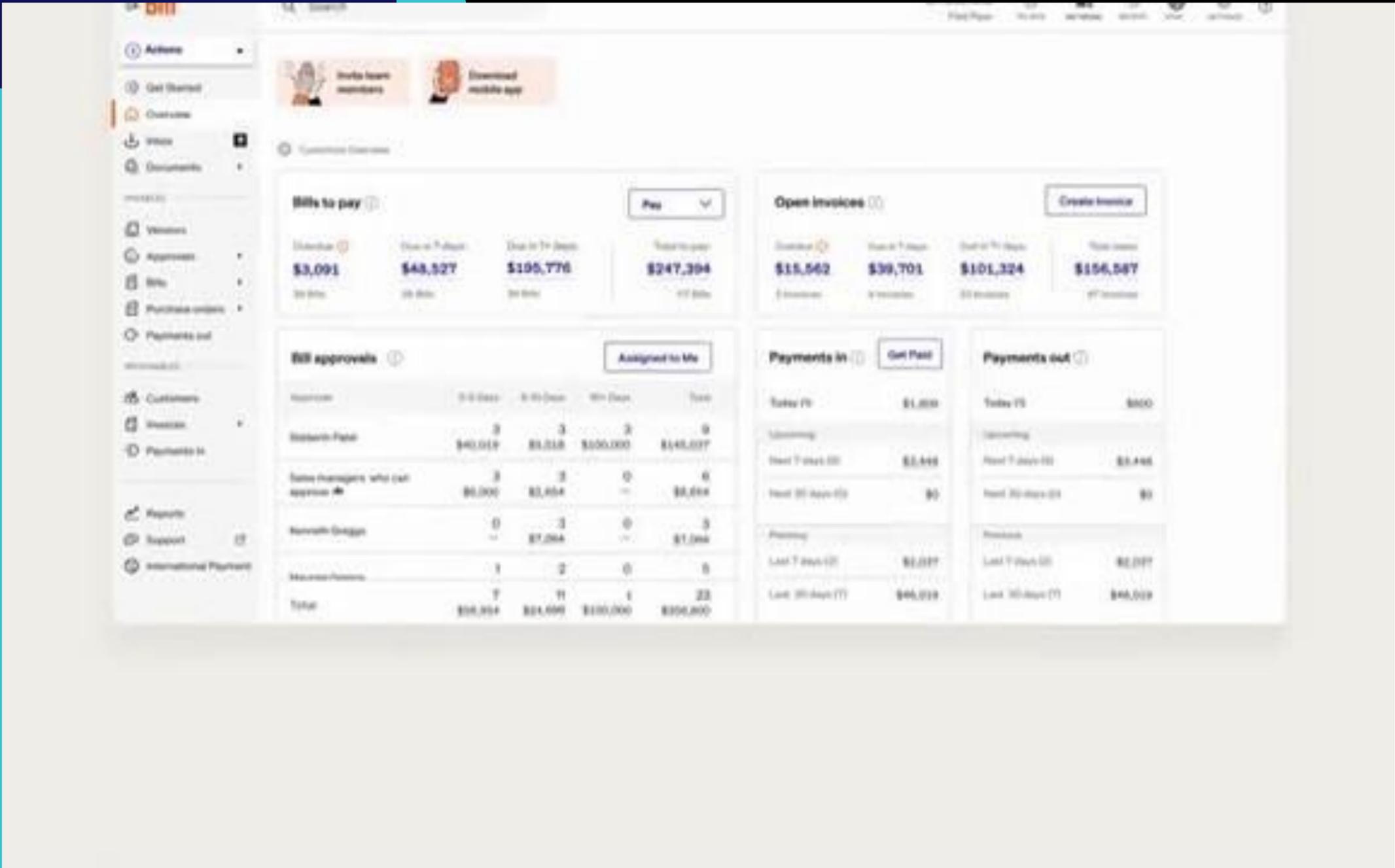
Creates and sends recurring invoices with minimal input

## Payment Predictability

AI forecasts when clients are likely to pay based on history

## Follow-Up Reminders

Sends nudges or escalates late payments automatically



# Tax Compliance

Avalara, TaxJar, Sovos

## Real-Time Sales Tax Calculation

Adjusts rates automatically based on jurisdictions and product types

## Integrated Sales Tax Accuracy

AI tools integrate with your sales systems to apply the correct tax rates per jurisdiction automatically

## Automated Filing & Updates

Avalara uses AI to align filings with the latest tax rules and deadlines.



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# AI vs Human Expertise

## AI Excels at:

Automating bookkeeping, payroll, and tax filing

Identifying trends and flagging risks

Reducing errors and improving efficiency

## AI Falls Short:

The ability to understand your business goals

The expertise to optimize tax strategies

The judgment to make financial decisions

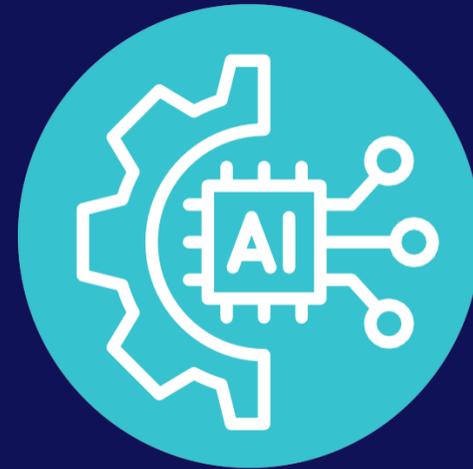
LEVERAGING AI:

# Without Losing Control



## Evaluate Tools

CHECK FOR AI-POWERED FEATURES



## Automate Tasks

RECONCILIATIONS, INVOICING, AND PAYROLL



## Integrate Systems

SYNC ACCOUNTING, PAYROLL & TAX TOOLS



## Use AI for better Decision-Making

MONITOR FORECASTS & TRENDS



## Expert Advise

ENSURE STRATEGIC IMPLEMENTATION

THE FUTURE OF AI:

# SMB Finance

## AI-powered business funding recommendations

### Lendio: AI-Enhanced Lending Marketplace

Lendio uses AI to match small businesses with the best-fit loan options from a network of over 75 lenders. Its AI engine evaluates a business's credit profile, cash flow, and industry to streamline approvals and speed up access to capital.

### Fundbox: Real-Time Credit Decisions

Fundbox applies AI to analyze accounting data and bank transactions in real time, offering lines of credit based on business performance rather than traditional credit scores. Their AI also optimizes repayment schedules for flexibility and ease.

### How it's different from a traditional bank loan:

- ✓ **Faster decisions** – AI can underwrite in minutes, not weeks
- ✓ **More inclusive** – Approvals based on cash flow, not just credit score
- ✓ **No paperwork piles** – Integrated directly with your financial tools
- ✓ **Dynamic funding** – Credit limits can adjust as your business grows

Traditional banks rely heavily on past credit and tax returns. Lendio and Fundbox focus on where your business is going, not just where it's been.

Source: "AI Lending Platforms Tailor Capital Access for SMBs," Forbes, 2024 & Fundbox AI Insights Report, 2024

FIBRICK RECOMMENDS:

# Core Financial Operations



**Payroll**

**Gusto**

streamlines payroll processing and compliance tasks using AI.



**Bill Pay**

**bill.com**

automates invoice intake, approval workflows, and payment scheduling.



**Bookkeeping**

**QuickBooks Online (QBO)**

uses AI for categorization, reconciliation, and anomaly detection.



**Expense Management**

**Expensify**

Scans and categorizes receipts instantly while flagging duplicates.



**Compliance Monitoring**

**Avalara**

uses AI to integrate real-time tax rules, automate compliance monitoring, and reduce filing errors by syncing with your financial systems.

# 5 AI Security Tips for Small Business

HOW TO KEEP CLIENT INFO SAFE WHILE USING AI

## Don't share sensitive data with AI tools

Avoid entering client names, bank details, payroll data, or reports from QBO, Gusto, or Bill.com. Even anonymized data can be risky.

## Use trusted platforms with proper security

Only use AI tools that clearly say they protect your data. Look for platforms that meet strict standards like SOC 2 or GDPR—this means they use strong encryption and are serious about privacy.

## Control what AI tools can access

Limit AI access to only the systems and data your team needs—nothing more.

## Set clear policies and permissions

Decide who can use AI tools, how they should use them, and set user roles in systems like QBO or Gusto.

## Check AI work regularly

Review what the AI is doing—especially financial reports or invoices—to catch errors or biases early. Periodically review AI-driven categorizations, invoice scans, and financial projections for accuracy, especially in client deliverables. Validate that AI isn't introducing bias, errors, or non-compliance.





**SCAN ME**

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**OUR RESOURCES & CONTACT INFO**



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**Ramona Cedeño**

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